PHONAK
life is on

A Sonova brand

Rogerpedia.

Your A-Z of Roger™ for children and teens

Enhance hearing performance

- Direct streaming to hearing aids
- Improved speech understanding in noise[9]
- Access to more words and conversations[2]
- Access to multiple talkers

Content

Why does a child or teen need Roger?

80%

of families report greater responsiveness

Research tells us that there is a link between language exposure and child development. Being immersed in a language-rich environment (talking, reading aloud, music) plays a pivotal role in getting ready for school, as well as continuing to maximize auditory development throughout childhood and the teenage years.[1]

A study demonstrated that the use of a Roger system at home provides preschool children with access to up to 11 more words a minute, compared to wearing hearing aids alone. That's approximately 5,300 more words in an 8 hour day. Based on an average hearing aid use time, this translates to a 42% increase in caregiver talk made available to a child.[2]

Directional microphone technnology is known to improve speech intelligibility in noisy environments. But what happens when the distance between the listener and the speaker increases, or when there are multiple sources of noise or reverberation? Digital noise reduction may improve listening comfort and listening effort; however, it has minimal impact on improving speech intelligibility.[3] Despite the technology incorporated in modern hearing aids, such as directional microphones and noise reduction algorithms, speech perception and intelligibility can still be compromised.

When a child is listening within 1.5 metres / 5 feet, they're in what's call the "near field." The hearing aid's directional mics can optimize speech intelligibility and listening comfort in the near field, even when noise is introduced.

However, when the listener is beyond that near field, the hearing aids need help to hear clearly in noise and distance. A Roger Mic can be used to maintain speech intelligibility and understanding while overcoming both noise and distance. This larger distance is referred to as the "far field".[9]

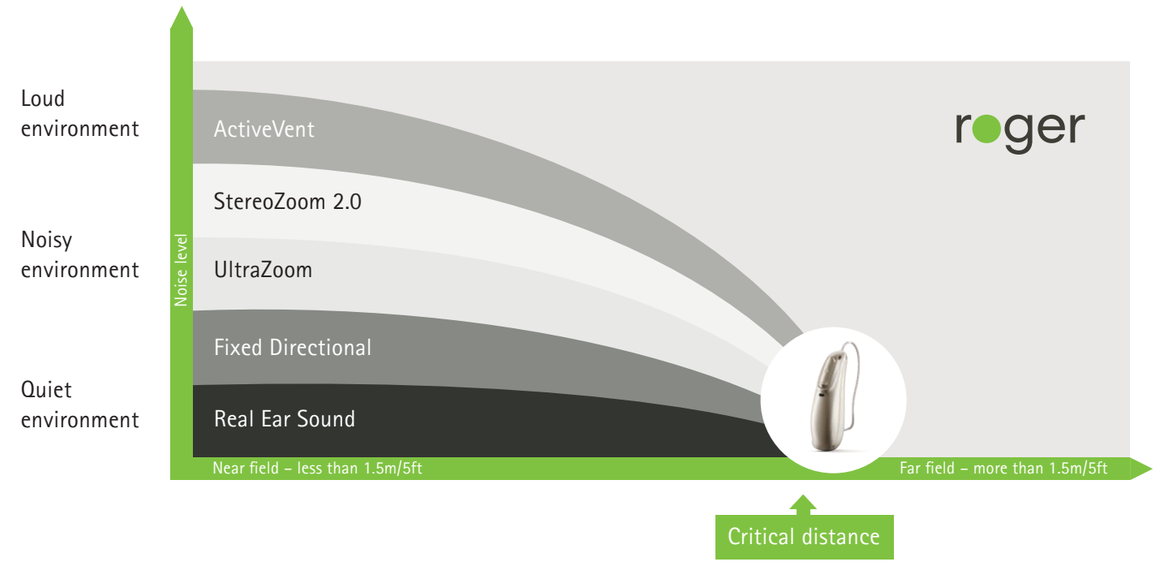
35%

of families report less frustration in their children

Placing a Roger microphone in close proximity to the speaker has several key benefits; such as:

- Effectively reducing the distance between speaker and listener (i.g. at the playground or in the classroom)
- Compensating for the effects of background noise and reverberation on the target signal (i.g. school gymnasium)
- Significantly improving signal-to-noise ratio (SNR), thereby improving speech intelligibility in noise and at a distance.[4-8]

Studies have demonstrated that remote-microphone devices with adaptive digital technology (i.e. Roger) provide significantly more benefit for speech understanding in noise than non-adaptive remote microphones.[9-11]



What is Roger and who is a good Roger candidate?

Roger is a digital adaptive microphone technology that wirelessly transmits a speaker's voice directly to a listener's hearing aid(s) or cochlear implant sound processor via Roger receivers to improve speech understanding in noise and over distance.

Roger candidates are children or teens with:

- Any degree or type of hearing loss
- Poor speech understanding in noise
- Cochlear implants and/or BAHAs
- Unilateral hearing loss
- Auditory processing disorders

It also has great benefits for:

- Infants and toddlers, to be able to hear speech, in order to develop speech and language and to communicate effectively.
- School-aged children, to hear and understand lessons for academic success.
- School-aged children, to interact with family and friends outside of the classroom and not feel out of place.
- Teens, to be able to follow and contribute to conversations in social and extracurricular activities.
- Parents who need a solution to help children and teens develop while they explore the world.

Roger technology

*RogerDirect means that Sky Marvel is up to 42 % smaller and 32 % lighter, compared to the Sky B-P device with design integrated Roger receiver.

Adaptive behavior
Roger microphones automatically adjust their settings to the surrounding noise levels. This fully automatic signal processing offers a versatile solution that covers a wide range of listening situations effectively. If the noise level increases, the volume of the Roger system will increase in order to hear the speaker's voice above the noise.

Adaptive frequency hopping
Roger operates within the worldwide license-free ISM (Industry, Science, Medical) band at 2.4 GHz. As traffic can sometimes be dense in this band, the Phonak Roger wireless protocol broadcasts each packet of sound three times in short bursts of code at different channels within the ISM band. The Roger microphones and receivers constantly communicate with each other to ensure that the system will hop frequencies adaptively to circumvent any blocked channels in order to mitigate any risk of interference or poor reception.

RogerDirect™
RogerDirect is an industry-first from Phonak that allows Roger microphones to stream directly to the hearing aids, without attaching an external receiver. After a simple installation of the receiver into the hearing aid, clients benefit from the proven performance of Roger, in noise and over distance[9]. This major innovation makes Roger technology easier to use while making hearing aids smaller.

Compatibility
Roger is compatible with virtually every hearing aid and cochlear implant that has a direct audio input or t-coil.

Automatic microphone modes
The Roger On, Roger Select and Roger Touchscreen Mic automatically recognize the sound environment and their positions, thanks to the built-in accelerometer. This electromechanical component informs the microphone continuously about its orientation with respect to gravity.

This orientation information (lying on the table horizontally, being worn around the neck, or being handheld), together with the information about the actual acoustical environment, i. e. the presence or absence of speech and noise and their levels, helps the device to automatically select its optimal microphone mode and gain settings. It also allows the device to mute the microphone if it is dropped. The landing is completely silent and the listener does not hear a loud bang. Within a few milliseconds after landing on the floor or table, the device will continue to operate normally.

Roger features for personal use

MultiBeam 2.0 Technology
Based on proven MultiBeam Technology, the newest generation provides spatial information and stereo sound**.
By recognizing if the speech is coming from the left or the right side, this spatial information supports children and teens in conversations. Currently available in the Roger On only.

MultiBeam Technology
By utilizing multiple microphones in six directions, speech from 360 degrees is calculated and compared. The direction with the best signal-to-noise ratio is automatically selected. MultiBeam Technology provides improved speech understanding in group conversations[12] in noisy environments. Available in the Roger Select and the Roger Table Mic II.

Pointing mode 2.0
A row of three microphones allows users to zoom in on the person talking. This enables the listener to point the microphone towards the person they want to hear while ignoring side conversations and environmental noise. Currently available in the Roger On only.

MultiTalker Network
Unique to Roger, the MultiTalker Network allows several Roger microphones to be used together, providing listeners with access to multiple talkers in any situation.

Roger and directional
The Roger and directional setting is exclusive to Phonak. It allows a Roger microphone to be used while also providing improved access to speech for voices in close proximity.
A good example is spontaneous partner work in a classroom. The young person needs to hear their peer and the teacher clearly. The Roger and directional setting adaptively activates directional mics on the hearing aid based on the environmental noise level to provide 26 % better speech understanding in noisy environments.[11]

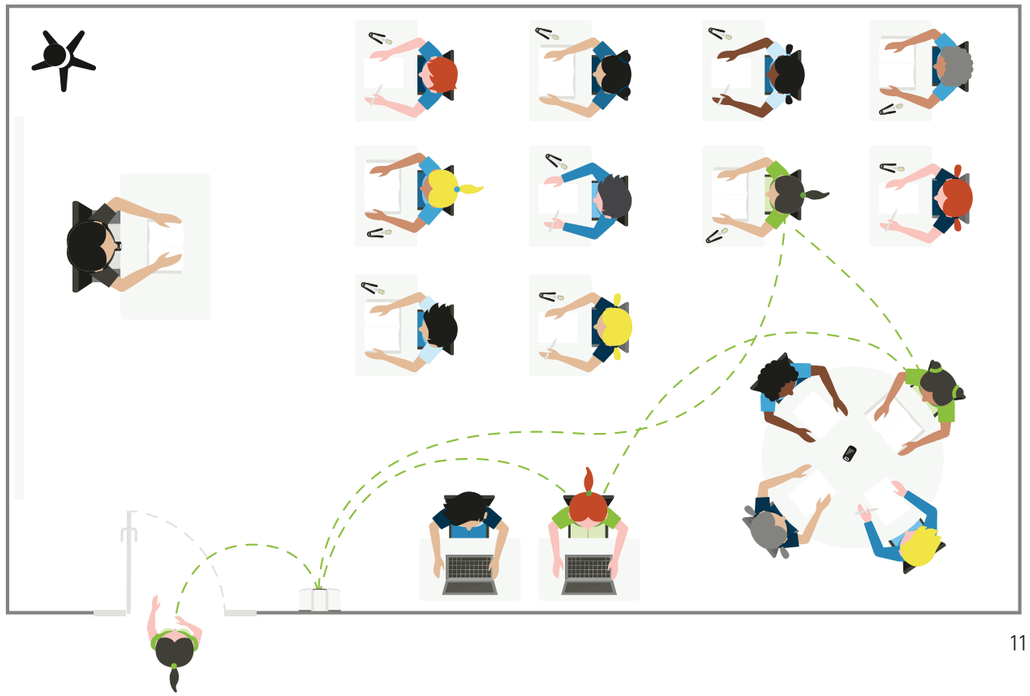
** The spatial information only works with hearing aids with RogerDirect.

Roger features for classroom use

Small Group mode
Used in the Roger Touchscreen Mic, it utilizes a system of three intelligent embedded microphones working together in an advanced and adaptive way. When the Roger Touchscreen Mic is placed on a table between 2–5 students, the microphones will automatically orient to the student who is talking in the group. In a study, 100 % of children preferred listening to their peers using Small Group mode during classroom activities vs. the no-microphone mode.[13]

Pointing mode
It allows the user to hear a person positioned in close proximity by simply aiming the device in their direction. This simple solution makes listening easy for clients who prefer to manage their own microphone. Available in the Roger Touchscreen Mic.

MultiTalker Network
Unique to Roger, the MultiTalker Network allows several Roger microphones (Roger Touchscreen Mic, Roger Pass-around and Roger Multimedia Hub) to be used together, providing children with access to multiple talkers to ensure they can hear all talkers or instructional media sources.



Roger portfolio for personal use

Roger On™

Versatile microphone designed to take on difficult and ever-changing listening situations. Featuring the new MultiBeam 2.0 Technology and the Pointing Mode 2.0, it gives people the flexibility to focus on the conversations that truly matter.

Roger Select™

Ideal microphone for stationary situations where background noise is present. When placed in the center of a table, it discreetly and automatically selects the person who is talking and seamlessly switches from one talker to another. When multiple conversations take place, the listener can manually select whom to focus on.

Roger Touchscreen Mic

The user interface makes Roger Touchscreen Mic simple and intuitive to use. With an automatic microphone function, it conveniently switches from an individual talker to a small group interaction mode, depending on its placement.

Roger Clip-On Mic

Small microphone designed for one-to-one conversations. Featuring a directional microphone, the user can focus on a conversation with their partner.

When using the original Roger Select microphone with Sonova hearing devices with RogerDirect, disable the Bluetooth.

The wide range of Roger microphones offers a solution for every child or teen. Regardless of the type of hearing aids or cochlear implants that they currently use, the different Roger microphones are capable of effectively dealing with a variety of situations.

Roger portfolio for classroom use

The Roger for Education portfolio has been carefully designed for the classroom. From the Roger Touchscreen mic and the Roger Pass-around, there is a solution for every student in all situations.

Roger Touchscreen Mic

The user interface makes Roger Touchscreen Mic simple and intuitive to use in the classroom. With an automatic microphone function, it conveniently switches from an individual talker to a small group interaction mode, depending on its placement.

Roger Multimedia Hub

Can be connected to any multimedia device used in a classroom – ranging from smartboards and TVs to computers and videos. When the Roger Multimedia Hub is used in a network, the audio mixing feature allows a teacher's voice to be heard simultaneously with an audio signal.

The Roger Multimedia Hub can also be connected as a standalone media transmitter by an individual student. Optimal for listening to an audiobook, using a tablet or computer.

Roger Pass-around mic

Designed to enhance classroom discussions so that not only teachers, but all students are heard. Ideal for situations where there are several talkers, the Roger Pass-around can be handed from one person to another or placed in the sturdy stand in front of the student. The Roger Pass-around is automatically activated by voice or can be configured for Push-to-Talk functionality.

Roger DigiMaster

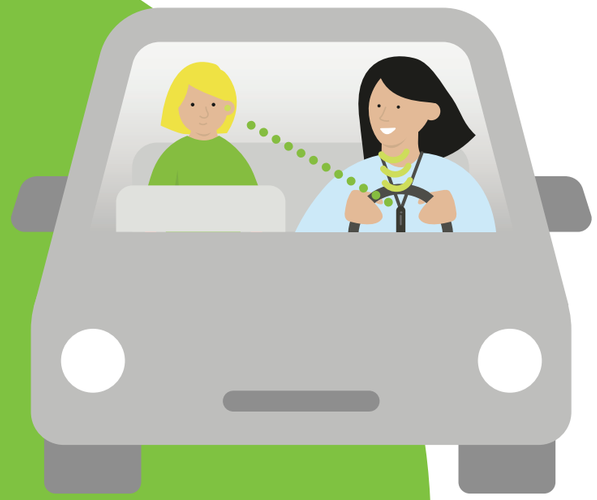
Positioned in the classroom, Roger DigiMaster loudspeaker has multiple speakers within the tower. 12 individual speakers in the Roger DigiMaster 5000, and 15 in the Roger DigiMaster 7000. By using cylindrical sound dispersion, the teacher's voice is distributed almost equally through the room. Like all other Roger devices, the system is adaptive, helping the teacher's voice stay above the noise.

Roger use cases for personal use

Mealtimes
Keeping up with dynamic conversations is made especially hard due to the complex mix of voices, background noise and clinking cutlery. For a child or teen to be an active participant in a conversation, they need to hear everyone at the table.

Playing games
Playing a game with the whole family or friends can be great, but listening from across the room can be difficult, especially when there is background noise. Using a Roger microphone helps as it picks-up speech and transmits directly to the hearing aids.

Parks and playgrounds
Outdoors places come with a completely different set of challenges. A child is not always close to the parents and speech reading is virtually impossible due to constant movement and activity. Using Roger microphones help to stay connected.



Sport activities
Kids or teens with hearing loss find it easier to respond to a coach's instructions when they can hear commands directly, regardless of where they are on the court or the level of surrounding noise. This way, instead of missing out on useful advice, they can listen and get in the game.

Extracurricular activities and clubs
These activities are crucial for development. It is not only language skills, but important social skills that are also acquired through interaction with others. Being able to hear the leader and others in these group situations means less stress and more fun.

Car journeys
The constant hum from the vehicle along with road noise and other distracting sounds can make even a short trip frustrating for children or teens. The Roger microphones make the journeys more pleasant when they can hear and talk to their parents, even while sitting in the backseat.

Sitting in a stroller
Understanding speech can be especially difficult when sounds are coming from the back. For a child sitting in a stroller trying to listen to the person pushing them is definitely a case here Roger can help.

Connectivity
Smartphones are a daily part of a kid or teen's life today. Watching videos, playing games and listening to music is fun. Roger microphones connect to multimedia sources for streaming media.

Roger use cases at school

Hearing teachers

Classrooms are a dynamic place for interaction and of course learning. Roger Touchscreen Mic sends the voice from the teacher wirelessly to the hearing aids. By reducing background noise and the distance between the student and the speaker children can hear their teachers.

Hearing classmates

When class discussions start, a child with hearing loss should not miss out on the questions, answers and comments of classmates. The small Roger Pass-around mic, either held near the mouth or placed in its small table stand, allows for each child to be heard.

Learning with supportive audio material

For teaching with supportive audio material, like video or music, the Roger Multimedia Hub can be added to the network and used by plugging it into the audio out (i.e. headphone) jack of the audio source. Alternatively, the device can be used as a stand-alone transmitter for independent work, like listening to an audiobook.

Amplifying sounds

Positioned in the classroom, Roger SoundField makes sure the teacher's voice is distributed almost equally through the room and help the teacher's voice to stay above the noise.

How to demo Roger

A live demonstration efficiently shows clients the value of using Roger. During the counseling process, a demonstration of the recommended solution shows how Roger microphones address clients' needs.
We recommend that both a child or teen and parent are involved in the demonstration to experience and examine the solution.

We recommend using Roger On for all in-office demonstrations.
Choose the right receiver for your client.

Your client has	Receiver to choose	Steps before demo	Steps after demo
Hearing devices with RogerDirect™ (e. g. Phonak Audéo L™ P-312)	2 Roger X	Install Roger X into both hearing devices using Roger Installer	Uninstall Roger from both hearing devices and re-install into Roger X using Roger Installer
Phonak Lumity and Paradise Trial™ devices with RogerDirect™ pre-installed Roger receivers	N/A (Receiver option 02 is pre-installed)	None	None
Hearing devices with T-Coil	Roger NeckLoop	Place Roger NeckLoop around the neck of the client, and make sure their hearing devices have been switched to a t-coil program.	Take Roger NeckLoop back and restart hearing devices
Hearing devices with Europlug-compatible streaming accessory (e. g. ComPilot II, GN ReSound MultiMic)	1 Roger X	Plug Roger X into streaming accessory and make sure hearing devices is in streaming program	Unplug Roger X from the streaming accessory and restart the hearing devices

Noise source

- Use environmental noise due to location of office or group of people (i. e. outside or nearby café)
- Or produce noise through loudspeakers placed 1 meter from client and microphone (noise level recommended at 75 dB)
- The speaker, the loudspeaker and the client should be in the same room

Getting started

- Ensure each participant has the appropriate receivers and can access the Roger signal. Family and friends can participate using Roger NeckLoop with headphones or an MLx Audio Checker with Roger X.
- Power on fully charged Roger On
- Hold Roger On within 10 cm / 4 inches of the Roger receiver (Hearing device with RogerDirect, Roger NeckLoop or Roger X) and press Connect button.
  Note for clients using ComPilot with Roger X: Client has to press center button on ComPilot to accept the Roger signal.
- Speak into Roger On and confirm all listeners can hear you

Demo Roger On

- Demonstrate table mode with MultiBeam 2.0 Technology.
- Demonstrate lapel mode by walking a few steps away from the client.
- Demonstrate pointing mode 2.0 by giving the microphone to your client and standing approximately 2 m away from them.
- When possible, have the active speaker be a friend or family member

- While performing a Roger demonstration, we recommend listening along using a Roger NeckLoop and headphones or MLx Audio check with Roger X.
- Other Roger microphones can be included in the demonstration, including Roger Clip-On Mic, Roger Select and Roger Table Mic II
- Refer to the Roger demo guide for further information about demonstrations of other Roger microphones

Roger receiver overview

Option (02)/(03)

Phonak hearing aid compatibility overview

Phonak Lumity, Paradise and Marvel hearing aids include **RogerDirect**. RogerDirect streams the Roger signal directly from the Roger microphone to the hearing aid without having to attach an external receiver.

			RogerDirect[1]	Roger Neckloop
Lumity	RIC	Audéo L-R	•*	
		Audéo L-RT	•	•
		Audéo L-RL	•	
Paradise	RIC	Phonak Audéo P-R Fit	•	
		Phonak Audéo P-R Life	•	
		Phonak Audéo P-312	•	
		Phonak Audéo P-13T	•	•
		Phonak Audéo P-R	•	
		Phonak Audéo P-RT	•	•
	BTE	Phonak Naída P-PR	•	
		Phonak Naída P-UP	•	•
	ITE	Phonak Virto P-312	•	
Marvel	RIC	Phonak Audéo M-312	•	
		Phonak Audéo M-R	•	
		Phonak Audéo M-312T	•	•
		Phonak Audéo M-13T	•	•
		Phonak Audéo M-RT	•	•
	BTE	Phonak Bolero M-M	•	•
		Phonak Bolero M-PR	•	
		Phonak Naída M-SP	•	•
	Pediatric	Phonak Sky M-M	•	•
		Phonak Sky M-PR	•	
		Phonak Sky M-SP	•	•
	ITE	Phonak Virto M-312	•	

Roger systems are compatible with most manufacturer hearing aids, cochlear implants and BAHAs.
Find your perfect match using the Roger configurator.
Visit www.phonakpro.com and click on www.phonakpro.com/roger-configurator

1 RogerDirect requires Roger installation. There are two ways to install the Roger receiver into the Phonak hearing devices with RogerDirect:
- via a Roger X (with serial number higher than 1744xxxx) and the Roger Installer
- RogerDirect is also available in the latest HI from Unitron and Hansaton

* exept Audéo L20-R

Water resistance: IP68[3] for Roger 18 and Roger 19
Infant security: Tamperproof housing kit for babies and toddlers (0–36 months) available for Roger 18 and Roger 19

			Design-integrated for Phonak hearing aids		Universal		
			Roger 19	Roger 18	Roger X	Audio shoe	Roger Neck-Loop
Hearing aids	Belong	RIC	Phonak Audéo B-13	•	•	AS18	•
			Phonak Audéo B-312T		•[1]		•
			Phonak Audéo B-312		•[1]		
			Phonak Audéo B-10		•[1]		
			Phonak Audéo B-R		•[1]		
			Phonak Audéo B-Direct				
		BTE	Phonak Bolero B-M		•[1]		•
			Phonak Bolero B-P	•	•	AS18	•
			Phonak Bolero B-SP	•	•	AS18	•
			Phonak Bolero B-PR		•[1]		•
		Pediatric	Phonak Sky B-M		•[1]		•
			Phonak Sky B-P	•	•	AS18	•
			Phonak Sky B-SP	•	•	AS18	•
			Phonak Sky B-UP	•	•	AS19	•
			Phonak Sky B-RIC	•	•	AS18	•
			Phonak Sky B-PR		•[1]		•
		Power	Phonak Naída B-SP	•	•	AS18	•
			Phonak Naída B-UP	•	•	AS19	•
			Phonak Naída B-R RIC		•[1]		
		CROS	Phonak CROS B-13	•	•	AS18	•
			Phonak CROS B-312 / R / ITE-312 / ITE-13		•[1]		
		Custom	Phonak Virto B-10 NW 0				•[2]
			Phonak Virto B-10 0		•[1]		•[2]
			Phonak Virto B-10		•[1]		•[2]
			Phonak Virto B-312		•[1]		•[2]
			Phonak Virto B-13		•[1]		•[2]
	Basic	BTE	Phonak Vitus+ micro				•
			Phonak Vitus+ P	•	•	AS18	•
			Phonak Vitus+ UP	•	•	AS19	•
			Phonak Vitus micro				•
			Phonak Vitus P	•	•	AS18	•
			Phonak Vitus UP	•	•	AS19	•
		RIC	Phonak Vitus+ RIC				•
		Custom	Phonak Vitus+ ITE-10				•[2]
			Phonak Vitus+ ITE-312				•[2]
			Phonak Vitus+ ITE-13				•[2]

1 Roger X must be used with a ComPilot or ComPilot II
2 Only with T-Coil
3 IP68 indicates that the hearing aid is water and dust resistant. It survived continuous immersion in 1 meter of fresh water for 60 minutes and 8 hours in a dust chamber as per the IEC60529 standard.

Cochlear implant compatibility overview

Infant security: Tamperproof lock for babies and toddlers (0–36 months) integrated in Roger 20 and Roger 21
Options: Protection sleeve available or Roger 14

			Design-integrated for implants					Universal		
			Roger Direct[1]	Roger 14	Roger 17	Roger 20	Roger 21	Roger X	Roger X interface	Roger Neck-Loop
Implants	AB	Naída CI M	•							•
		Naída CI Q			•			•[4]		•
		Harmony / Auria						•	iConnect	•
		Neptune						•[2]	Neptune Connect	
	Cochlear	Osia 2						•	Mini Microphone 2+	
		Nucleus 7				•		•	Mini Microphone 2+	•
		Kanso / Kanso 2						•	Mini Microphone 2+	•
		Nucleus 5		•				•[3]	Euro accessory adapter	•
		Nucleus 6		•				•[3]	Euro accessory adapter	•
		Baha 5						•	Mini Microphone 2+	
		Baha 4						•		•
		Baha BP100 / BP110						•		•
		Freedom								•
	MED-EL	SONNET / SONNET 2					•	•	FM battery pack cover	•
		RONDO						•	Mini battery pack	•
		RONDO 2 / RONDO 3								•
		ADHEAR						•	Adapter cable	
		SAMBA						•	miniTek	
		OPUS 2						•	FM battery pack cover	•
	Oticon Medical	Neuro 2						•	Oticon Medical Streamer	•
		Neuro One						•		•
		Ponto 4						•	EduMic	
		Ponto 3 / Ponto 3 Power / Ponto 3 SuperPower						•	Oticon Medical Streamer	
		Ponto Plus / Plus Power						•	Oticon Medical Streamer	
		Ponto Pro / Ponto Pro Power								•

1 RogerDirect requires Roger installation. There are two ways to install the Sonova receiver into the Sonova hearing devices with RogerDirect:
- via a Roger X (with serial number higher than 1744xxxx) and the Roger Installer

2 Recommended CI profile 4 / CI setting 4 and EasyGain +8dB.
3 Recommended CI profile 9 / CI Setting 9
4 Roger X must be used with a ComPilot or ComPilot II streamer

Phonak Naída and Sky Link compatibility

	Universal			
	RogerDirect	Roger X	Roger X interface	Roger NeckLoop
Phonak Sky Link M	•	•		•
Phonak Naída Link M	•	•		•
Phonak Naída Link RIC		•	AS15	•
Phonak Naída Link UP		•	AS10	•

Third party hearing aid compatibility overview

		Roger X	Roger NeckLoop[1]
Hearing aid option	Telecoil		•
	Direct audio input / audio shoe	• Plug Roger X into corresponding audio shoe	
	Streamer with 'Euro' socket e.g. Oticon Streamer Pro	• Plug Roger X into streamer	
	Remote microphone with 'Euro' socket, e.g. GN ReSound MultiMic / Starkey Remote Microphone +	• Plug Roger X into remote microphone	

Additional Roger receiver information

Key features

Additional adaptive gain
Roger receivers automatically adjust the output gain according to the surrounding noise level to maintain intelligibility in noisy environments. The noise level is measured by the Roger microphone and sent to the Roger receiver along with the audio signal.

Effective stand-by mode (only for external receivers)
Roger receivers automatically enter stand-by mode if the connected microphone is turned off or moves out of range. In stand-by mode power usage is reduced to increase the battery's life.

Check
This feature allows the user to quickly read receiver data and to check receiver functionality via Roger Touchscreen Mic.

Link quality measurement
The average wireless link quality can be checked via the Check feature. This gives the wearer of the Roger microphone information about the reception quality of the signal being transmitted via Roger Touchscreen Mic.

EasyGain
This enables the adjustment of a receiver's default output gain via Roger Touchscreen Mic.

Option (02) overview

	Option (02)
Compatibility	With all Roger microphones
Adaptive gain	Yes
Effective stand-by mode	Yes
EasyGain adjustment	Yes
Check	Yes
Link quality measurement	Yes

Roger receiver colors

For hearing aids

Roger 18
AS18

Roger 19
AS19

Color overview

		Roger 18 AS18	Roger 19 AS19
Sand Beige	P1		
Champagne	P5		
Silver Gray	P6		
Graphite Gray	P7		
Velvet Black	P8		
Caribbean Pirate	Q3		
Precious Pink	T3		
Lava Red	M6		
Blue Ocean	M7		
Majesty Purple	M8		

For cochlear implants

Roger 14

Roger 17

Roger 20

Roger 21

Color overview

		Roger 14	Roger 17	Roger 20	Roger 21
White	V6				
Sand Beige	P1				
Chestnut	P4				
Silver Gray	P6				
Velvet Black	P8				
Ruby	P9				
Petrol	Q1				
Caribbean Pirate	Q3				
Alpine White	XN/T7				
Princess Pink	XP				
Brown	L0				
White	L8				
Black	L9				
Beige/Sand	M1				
Charcoal	M2				
Mocha/Brown	T1				
Smoke/Grey	T2				
Silver	5A				
Anthracite	V1				
Beige	V2				
Black	V3				
Ebony	V4				
Nordic Grey	V5				

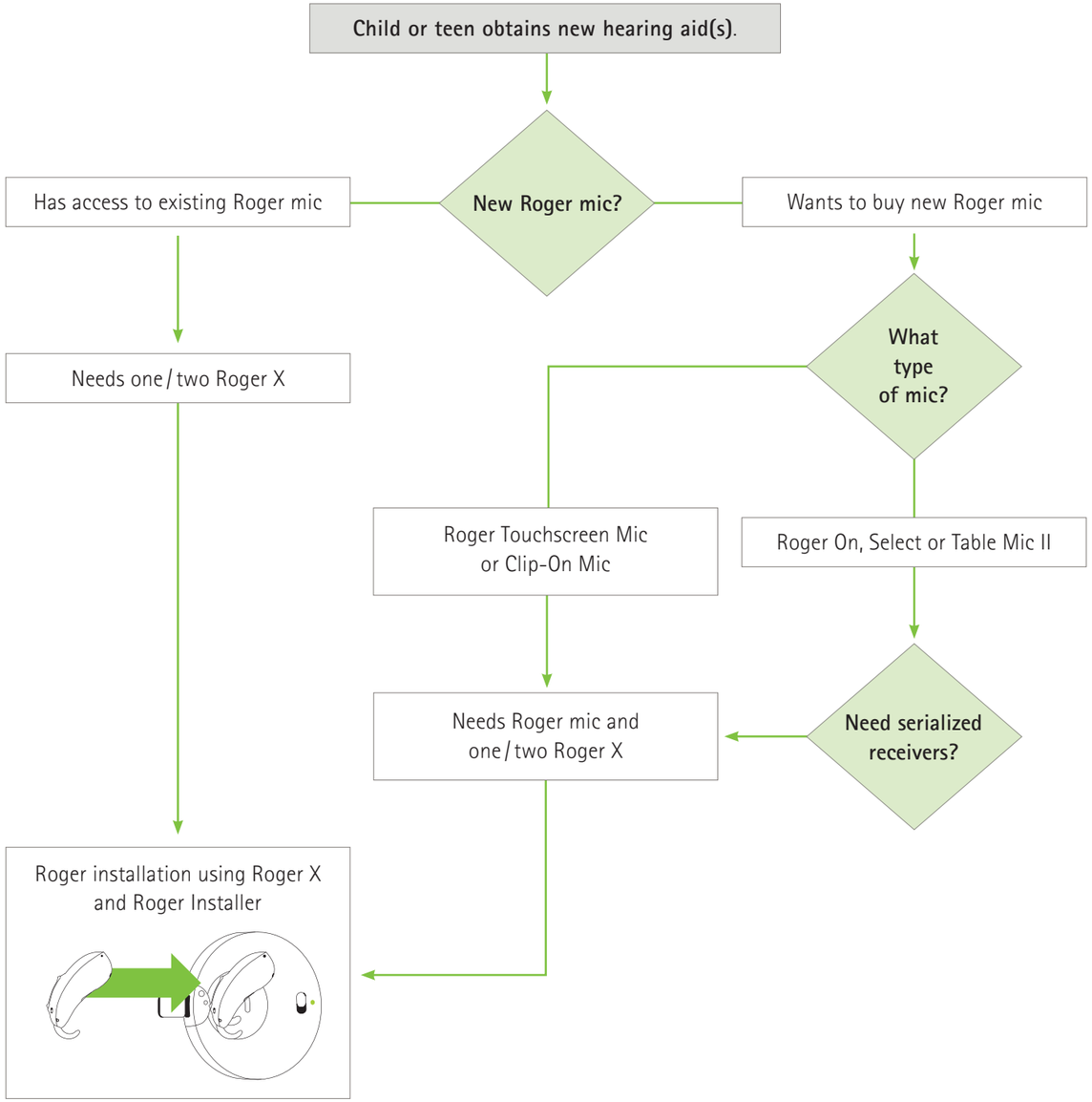
Roger client journey

The earlier Roger technology is introduced, the more likely the client will purchase. Integrate Roger into the below touchpoints to build awareness and generate excitement before the sales conversation even starts!

Stage	Awareness				
Steps	Regularly experiences difficulty hearing	Investigates possible solutions	Schedules HCP consultation	Hearing needs assessment	Speech in Noise testing is completed
Touchpoints	• Advertising (digital/print) • Word of mouth (friends/family)	• Advertising and blogs • Physician referrals • Search engines • Social media • Website • Word of mouth	• Email • Google listing • Social media • Telephone • Website	• Diagnostic room • Front desk • Questionnaire • Waiting area	• Counseling room • Diagnostic room
Recommended tools	• Active client referral program • Consistent marketing presence (digital & traditional) • Physician referral network	• Digital content management • Professional website design • Search engine optimization • Social media presence	• Correct info in online listings • Email protocol • Front-office trainings • Social media management strategy	• Client intake questionnaire • Digital intake process (optional) • Waiting area collateral (brochures, posters & video) • Roger Easy Guide	• Office marketing collateral • QuickSIN™ or Phonak LISN-S testing materials
	Introducing Roger technology earlier in the Awareness phase allows for more time to tailor your messaging to the specific needs of your client			Before explaining their test results, fit hearing aids and Roger to ensure the client hears the results, and gets a jump-start on their demo.	

Stage	Consideration			Purchase	Loyalty
Steps	HA & Roger technology are recommended	In-office demo	Take-home demo	Purchase & fitting	Consistent use & advocacy
Touchpoints	• BtC brochure • Business card • Clinical paperwork • Counseling room • Follow-up call	• Demo product • Demo protocol	• Demo product • Follow-up	• Clinical paperwork • Purchased products • Reference guides • Referral cards	• Advertising • Events • Follow-ups • Newsletter • Referral cards • Review sites
Recommended tools	• Business card • Follow-up protocol • Product brochures • Summary handout	• Demo products • Demo protocol • Demo training	• Demo products • Demo guides	• Appropriate paperwork • Client referral cards • Client referral strategy • Products	• Active client referral program • Client reviews • Consistent marketing presence • Lead management for non-purchasers
	Even if the client decides not to purchase Roger right away, the experience may enhance their understanding and increase acceptance of the solution.				

Roger installation decision tree



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